

Comparisons of Job Characteristics

Focus Occupation: **Art Directors (27-1011)**

Associated Occupation: **Graphic Designers (27-1024)**

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 90

Focus Occupation: Art Directors (27-1011)

Associated Occupation: Graphic Designers (27-1024)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Design	5.2	19.4	20.6	0	Current knowledge level may be sufficient
Communications and Media	5.3	15.6	12.0	<<	Extensive education and/or training may be required
Fine Arts	2.2	15.2	11.8	<<	Extensive education and/or training may be required
Computers and Electronics	8.4	14.6	14.8	0	Current knowledge level may be sufficient
Sales and Marketing	5.2	11.9	8.3	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 88

Focus Occupation: Art Directors (27-1011)

Associated Occupation: Graphic Designers (27-1024)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Operations Analysis	5.0	10.2	10.1	0	Current skill level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities

Similarity of Focus Occupation to Associated Occupation: 98

Focus Occupation: Art Directors (27-1011)
Associated Occupation: Graphic Designers (27-1024)

Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Originality	7.6	12.9	16.6	>>	Current ability level is likely more than sufficient
Fluency of Ideas	7.6	11.4	14.4	>	Current ability level is likely sufficient
Oral Expression	12.4	11.2	14.5	>>	Current ability level is likely more than sufficient
Oral Comprehension	12.5	11.0	15.0	>>	Current ability level is likely more than sufficient
Written Comprehension	11.0	11.0	13.0	>	Current ability level is likely sufficient
Near Vision	11.1	10.8	14.4	>>	Current ability level is likely more than sufficient
Written Expression	9.8	10.8	11.9	>	Current ability level is likely sufficient
Visualization	7.5	10.7	12.6	>	Current ability level is likely sufficient
Visual Color Discrimination	6.4	7.1	10.6	>>	Current ability level is likely more than sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 91

Focus Occupation: Art Directors (27-1011)
Associated Occupation: Graphic Designers (27-1024)

Work Activities	Exclusivity of Activity
Consult with customers concerning needs	69
Create art from ideas	70
Distinguish details in graphic arts material	78
Make presentations	13
Prepare artwork for camera or press	85
Proofread printed or written material	73
Set page layout or composition	82
Tell stories through musical, visual, or dramatic arts	80
Use computer graphics design software	70
Use creativity in graphics	76
Use creativity to art or design work	72

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: n/a

Focus Occupation: Art Directors (27-1011)

Associated Occupation: Graphic Designers (27-1024)

Tools and Technologies

Exclusivity

Tools and technology data is unavailable for one or both occupations.

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.